

## Marketed Low-Tar Share of Industry

<u>Year</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
Flavor Low	3.7	5.9	8.0	9.8	10.2
Ultra Low	<u>28.5</u>	<u>31.7</u>	<u>33.5</u>	<u>33.7</u>	<u>35.1</u>
Total	32.2	37.6	41.5	43.5	45.3

## Marketed Low-Tar 100mm NMF Share of Industry

<u>Year</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
Flavor Low	6.6	8.2	9.1	9.4	9.9
Ultra Low	<u>0.5</u>	<u>1.0</u>	<u>2.2</u>	<u>3.0</u>	<u>3.5</u>
Total	7.1	9.2	11.3	12.4	13.4

2042086087